



Week 1 Assignment: Creating a School Web Policy

Overview

Using the Web-based word processor in Google Docs, create a Web policy for your school that addresses the security, legal and ethical issues raised in this week's lecture, readings and discussions.

Rubric

Use the following Rubric to guide your work on the Week 1 Assignment.

Tasks ↓	Accomplished 10 The evidence suggests that this work is a "Habit of Mind." The educator is ready to mentor others in this area.	Proficient 8 The evidence suggests that performance on this work matches that of a strong educator.	Needs Improvement 6 The evidence does not yet make the case for the educator being proficient at this task.
Creating a School Web Policy	<p>Using one of the web policies researched in the resources on the next page as a template, the student clearly completes all of the following (to include examples of Web 2.0 technologies):</p> <ul style="list-style-type: none"> • Linkage to School or District AUP • Define types of pages • Define standards for all pages • Suggest content for learning sites • Define content standards for administrative and academic support sites • Provide school home page guidelines • Provide Web page guidelines for pages outside main school home page • Clearly defines consequences for violation (including appeal process) 	<p>Using one of the web policies researched in the resources on the next page as a template, the student clearly completes all of the following:</p> <ul style="list-style-type: none"> • Linkage to School or District AUP • Define types of pages • Define standards for all pages • Suggest content for learning sites • Define content standards for administrative and academic support sites • Provide school home page guidelines • Provide Web page guidelines for pages outside main school home page • Clearly defines consequences for violation (including appeal process) 	<p>Using one of the web policies researched in the resources on the next page as a template, the student, fails to complete two or more of the following:</p> <ul style="list-style-type: none"> • Linkage to School or District AUP • Define types of pages • Define standards for all pages • Suggest content for learning sites • Define content standards for administrative and academic support sites • Provide school home page guidelines • Provide Web page guidelines for pages outside main school home page • Clearly defines consequences for violation (including appeal process)

Directions and Resources

- Submit this assignment to your Academic Coach in MS Word Format by the end of Week 1. Your document will need to be downloaded from Google Docs into MS Word Format before you submit it.
- If you do not have a Google account, you must first create one. You will use the Google word processing application to produce a Web policy based on your school's policy.
 - <http://docs.google.com>
- To get an overview the Google Docs software, view the following video:
 - [Google Docs in Plain English](#)
- To gain perspective on the way schools are using Google Apps, view the following YouTube videos:
 - [Why Google Apps for Education?](#)
 - [Teachers and Principals Talk about Google Docs](#)
 - [Watershed School speaks about Google Apps](#)
- Using the Web-based word processor in Google Docs, create a Web policy for your school that addresses the security, legal and ethical issues raised in this week's lecture, readings and discussions. You are encouraged to research the web policies in the resources below:
 - <http://www.northwestschool.org/current/webPolicy.shtml>
 - http://notebook.lausd.net/pls/ptl/docs/PAGE/CA_LAUSD/FLDR_ORGANIZATION_S/FLDR_INFOTECH/WEBPOLICY_FINAL12-09%20DEEB%204.PDF
 - <http://www.greenville.k12.sc.us/gcsd/depts/ets/policy/pdf/webguide.pdf>
 - <http://landmark-project.com/fotb/wpp.html>
 - <http://www.slc.k12.ut.us/policies/guidelines.html>
- You should create a web policy that will work in your school environment. You will align this policy with your own school or district's Acceptable Use Policy (AUP). Using the sample web policies you have researched, clearly define all of the following (to include examples of Web 2.0 technologies): Linkage to School or District AUP; Define types of pages; Define standards for all pages; Suggest content for learning sites; Define content standards for administrative and academic support sites.; Provide school home page guidelines; Provide Web page guidelines for pages outside main school home page; Clearly define consequences for violation (including appeal process).
- These resources are useful in understanding the promise and problems of social networking:
 - [YouTube: Social Networking in Plain English](#)
 - [YouTube: Twitter, Facebook, MySpace, or None of the Above?](#)
 - [Twitter in Plain English](#)

EDLD 5388 Web Policy for La Vernia ISD

La Vernia ISD Internet Website Policy

Introduction

School and district web sites contain public documents welcoming the outside world into the school and linking students, employees, parents, school board members, alumni and the community to internal and external sources of information and instruction. Guidelines are required in the construction and maintenance of school and district web pages to ensure that information contained within and linked to these pages is appropriate for any Internet user to access. Web pages must support the educational aims of La Vernia ISD.

Website Policy Definition of Unacceptable Posting Behavior

La Vernia ISD declares the following unethical and unacceptable website posting behavior just cause for taking disciplinary action, suspending or revoking publishing privileges, suspending or expelling the student or terminating the employee who posted the information, and/or initiating legal action in any case in which the web publisher:

1. Uses the network and/or any attached equipment for illegal, inappropriate, subversive or obscene purposes or activities. Illegal activities shall be defined as the publishing of web content that violates local, state and/or federal laws, including the publishing of content with the intent to commit forgery, fraud or assist in the commission of a felony. Inappropriate publishing shall be defined as the publication of content that violates the intended educational or administrative use of the web site. Subversive activities shall be defined as the publication of content intended to undermine the security of local, state or national governments, or content intended to cause mental anguish, bodily injury or death to any citizen or group of citizens, including "cyber-bullying" and "flaming" (flaming is a hostile and insulting interaction between Internet users, typically via email or messaging forums). Obscene publishing activities shall be defined as the publication of content that violates generally accepted social standards for the use of a publicly-owned and operated communications vehicle, including possession or transmission of any form of pornographic or erotic material;
2. Uses the website and/or any subpages or links for any illicit activity, including publication of content in violation of copyrights, patents, institutional or third-party copyrights, license agreements or other contracts, whether the activity is ultimately conducted via the public Internet, private intranet or through peer-to-peer file sharing. Illicit publishing activities also include transmitting or accessing information designed to aide or abet an individual or group in violating the law, including all forms of access to gang-related, terrorist-related or organized-crime-related web sites, weblogs and bulletin boards;
3. Uses the website and/or any subpages or links to publish and/or distribute illegally ("traffic") via the public Internet, private intranet or through peer-to-peer file sharing any and all digital music, video, movie and/or software from copyrighted sources. This expressly prohibits linking to Internet websites or social networking sites for the sole purpose of accessing or disseminating non-public-domain content and prohibits accessing websites and web rings designed to traffic or disseminate non-public-domain content and entertainment including, but not limited to, MP3 audio files, videos, movies, and executable software code;
4. Uses or displays La Vernia ISD logos or icons (including the "Bears" logo and "Flying LV") in any works published on the Internet (whether on District or third-party sites) to misrepresent privately-published material as an official or sponsored District publication or weblog;
5. Uses or displays within any published web content any items prohibited by the Student Code of Conduct or local, State, or Federal law, including tobacco products, alcoholic beverages, firearms, knives or other such items;

6. Posts or uses inappropriate language including swearing or cursing, racial slurs, derogatory remarks or “put downs”, harassing or sexually explicit language, including messages or content intended to display romantic interest or “ask for a date”, within any web published document;
7. Acts as a “troll” (lurking anonymously on message boards or social networking sites for the purpose of disparaging other users) or engages in “flaming” (flaming is a hostile and insulting interaction between Internet users, typically via email or messaging forums);
8. Publishes content intended to invade the privacy of any individual or group, including the use or deployment of any form of virus/worm, Trojan (a program appearing to be beneficial while serving as a delivery vehicle for malicious content), spam, identity theft or phishing (gaining personal information through nefarious means) software posted on any site or linked for download; or
9. Publishes any content or data which might be considered a violation of these rules or the rules embodied within the La Vernia ISD Acceptable Use Policy, Student Code of Conduct, and/or Employee Handbook.

Once logged into the publishing system, students and employees will be held accountable for all web publishing activities, interactions and data transfers occurring on their computer. Any illegal, inappropriate or illicit use will be tracked to the user logged in. Publishing users must properly log off the system before leaving their computer.

Consequences of Violations of the Website Policy

As in the La Vernia ISD Technology Acceptable Use Policy, consequences of violations of the website Policy include but are not limited to:

- Suspension or revocation of website publishing and posting privileges
- Suspension or revocation of Internet access privileges
- Suspension or revocation of network access privileges
- Suspension or revocation of computer access privileges
- For students, any and all consequences defined in the Student Code of Conduct, including in-school-suspension, out-of-school suspension and/or expulsion;
- For employees, any and all consequences defined in the Employee Handbook including suspension with or without pay and termination of employment; and
- Legal action and/or prosecution by the authorities.

Remedies and Recourse

Individuals accused of violating the Website Policy have full rights to due process and appeals as set forth in La Vernia ISD Board Policy, Discipline Code, Student Code of Conduct and/or the Employee Handbook as appropriate.

Disclaimer

The District shall not be liable for any student’s or employee’s inappropriate use of electronic communication resources, violations of copyright restrictions, users’ mistakes or negligence or costs incurred by students or employees. The District shall not be responsible for ensuring the accuracy or usability of any information found on linked to the Internet/World-Wide Web.

The District attempts to block, restrict, impede, or otherwise seeks to limit student and employee access to web sites known to distribute file-trafficking software. Reasonable attempts are made to monitor student and employee content maintained on District web sites. It is the policy of La Vernia ISD to disclose information to the extent allowed by law when responding to notices of infringement received from copyright holders.

Electronic messages, program or data files posted or accessed by students or employees are not considered confidential and may be monitored at any time by District staff to insure appropriate use of school or district websites.

La Vernia ISD has the right to restrict or terminate web publishing and posting privileges at any time for any reason. The District also has the right to monitor Internet, network and computer activity in any way necessary to maintain the integrity and security of school and district websites.

Types of Campus and District Web Pages

- **Static Web Pages:** Web page content does not change or update automatically as data changes but is manually updated by La Vernia ISD students or employees.
- **Portal- or Data-Driven Pages:** Web page automatically updates as data in a database changes or as data contained on a web portal site such as GradeSpeed updates. Some Web 2.0 sites including wikis, blogs and educational social networking sites fall within this category.
- **Private Pages:** Secure pages requiring authorized users to login to gain access to content. Private pages may contain a mix of static web pages and portal- or data-driven pages. Some Web 2.0 sites including wikis, blogs and educational social networking sites fall within this category.
- **Externally Hosted Sites for District campuses and offices.** These sites are external to the La Vernia ISD network/primary hosting partner and are on the greater Internet. Externally Hosted Sites may contain a mix of static web pages, portal- or data-driven pages and private pages. Some Web 2.0 sites including wikis, blogs and educational social networking sites fall within this category.

General Content Standards for All Pages

All content must:

- Comply with all copyright laws and legal requirements; written permission authorizing the use and posting of any copyrighted material must be maintained by campus and District webmaster(s)
- Comply with all applicable campus and District policies
- Be accurate; all posts must be proofread for spelling, grammatical and content errors
- Be ethical
- Be moral
- Be reviewed by both the contributor and the campus or District webmaster before “going live”
- Be readily translated (machine-grade translation is acceptable) into various languages including at minimum English and Spanish
- Be readily adaptable to accommodate visual or auditory impairments

Content Standards for Administrative and Academic Support

In addition to meeting the General Content Standards, content supporting administration or instruction must:

- Align to and/or support applicable industry standards such as the Texas Essential Knowledge and Skills (TEKS) for academic support or Public Education Information Management Systems (PEIMS) for administration support as appropriate
- Be authoritative in nature
- Be consistent with the educational goals and objectives of the La Vernia Independent School District and with the policies and spirit of the La Vernia ISD School Board

Suggested Content for Learning Sites

Learning site content must meet all campus and District requirements as defined in the La Vernia ISD Website Policy. Additionally, it is suggested that learning site content promote 21st Century Skills, utilize interactive Web 2.0 collaboration and learning tools (including wikis, blogs, social networking, RSS feeds and bookmarking), and meet all applicable International Society for Technology in Education (ISTE) National Educational Technology Standards (NETS) for both teachers (NETS*T) and students (NETS*S). Further emphasis should also be placed on choosing learning site content that promotes differentiated instructional practices and accommodates learners with special needs.

Posting Requirements

When producing web pages, the following goals should be considered:

1. Introduce outside visitors to the School and/or District and its programs;

2. Share the School's and/or District's successes with the world;
3. Foster communication between students, employees, parents and the community;
4. Enhance education through the innovative use of Web 2.0 interactive tools and technologies;
5. Link users to valuable information resources; and
6. Providing top-quality, ethical, family-friendly content that is appropriate to and in compliance with the mission statement, educational goals and objectives of La Vernia ISD.

1. Campus Webmaster

Each campus shall have a campus webmaster appointed by the principal; the campus webmaster is a member of the District Web Management Team. The campus webmaster shall assist the principal of the school in ensuring that these Website Policy guidelines are adhered to and that the content of all campus web pages meets the principal's approval and District guidelines. The principal must review and approve the campus home page before posting and updating. The campus webmaster must review and approve all teacher and/or departmental web pages before they "go live".

2. Campus Home Page

The official campus home page shall be located on the District's server or on the servers of the District's official web hosting partner. If the campus has additional web pages on one or more sites on third-party web servers, then the campus home page shall provide direct links as appropriate to all sites. All campus-related web pages must conform to these guidelines regardless of where the pages are hosted. The campus home page shall indicate the date of the last revision.

3. Stylistic and Layout Guidelines

- The layout and general appearance of all campus and District web pages on the website is controlled by style sheet or templates; all web pages contained within the campus or District website(s) must conform to these navigation, header, layout, color scheme and style elements so as to communicate a consistent and professional look and feel.
- Photographs and/or videos must be optimized to achieve the best balance between quality/resolution and download/access time.
- Avoid "Under Construction" signs; construct all pages and content before placing/linking it on the Web.
- Remove all defunct and/or outdated links and/or pages immediately.

4. Communication Links

Web page content may not permit people accessing the page to contact any student directly. Communication with respect to the content of any page must be directed either to the campus principal, the teacher/employee posting the content, or to the campus or District webmaster. Campus home pages must include a "mailto:" link to the campus webmaster. District home pages must include a "mailto:" link to the District webmaster.

5. Advertisements

School web pages may contain small acknowledgments of school partnerships or sponsorships. Web pages may provide links to partners' or sponsors' web home pages. Advertisements appearing on third-party web pages linked off of campus or District web pages must be family-friendly and appropriate to the educational goals of La Vernia ISD.

6. External Links

All links connecting to external sites must be screened and approved by the campus or District webmaster, and are subject to final approval by the campus principal and/or the Superintendent of Schools; this includes teacher/classroom web pages hosted on external servers.

7. Privacy of Students and Employees

For a student's name, class work and/or picture to appear on a campus web page, the school must obtain parental permission on the Student Distance Learning/Video/Website Release Form. This form is provided to the parent/guardian in the enrollment package and must be renewed each school year. For an employee's name, work and/or picture to appear on campus or District web pages, the school must obtain the employee's consent on the Employee Website Release Form. This form is provided in the Employee Handbook and must be renewed each school year.

Personal contact information including physical addresses, private e-mail addresses, telephone numbers, physical statistics and other related private information including student information protected by the Family Educational Rights and Privacy Act (FERPA) will not be published on any campus or district website(s) operated or maintained by La Vernia ISD, its associates and/or its affiliates.

8. Teacher/Classroom Web Pages

Teacher/Classroom web pages must promote and support student learning and must be consistent with the educational goals of the campus and La Vernia ISD. The creator of the page is responsible for the content of any external links. The page must adhere to all rules for posting of student work. We encourage classroom web pages to be posted on the campus website, but content approval from the campus webmaster is required regardless of the posting/hosting location.

9. Personal Home Pages

Personal home pages (pages not education-related or work-related in nature) for students or employees may not be linked to any campus or District web site. Students may create and post instructionally-related content (in compliance with all pertinent La Vernia ISD Web Publishing Policy guidelines) under their instructor's supervision but may not post personal pages about themselves. Similarly, employees may create pages that are educationally oriented but not personal in nature. Linking to a student's or staff member's personal page on any site is not permitted.

10. Respecting Copyright

Copyright must be respected. The author(s) of web page content must not use copyrighted materials without permission. This includes icons and "buttons", images, background watermarks, sounds and video.

11. Claiming Copyright

Copyright, including Creative Commons Copyright, may be claimed by the author for his/her own original work not commissioned by La Vernia ISD.